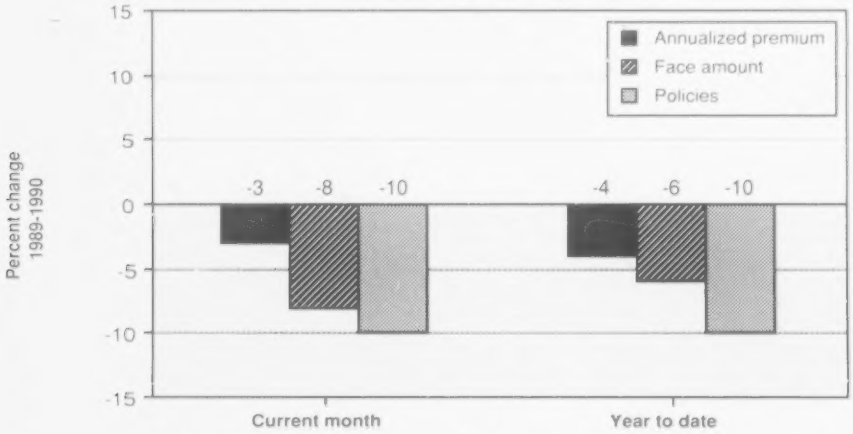
AC325-7

I/R Code 47.40
February 1990

MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

Individual Sales

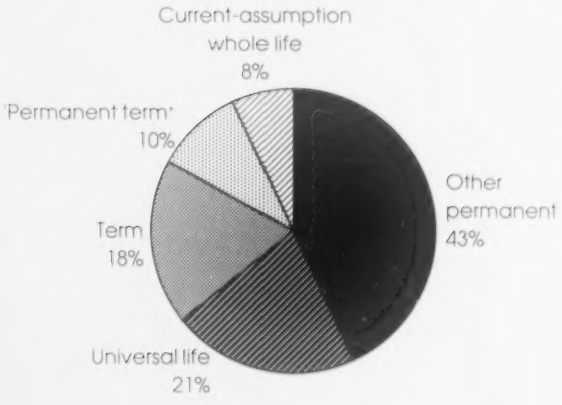
36* Companies



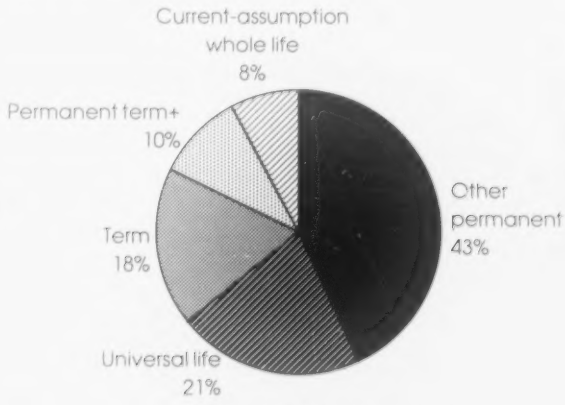
* Aetna Life of Canada is no longer able to participate. All back data have been revised to reflect this change.

Annualized Premium Market Share by Product

27 Companies Representing 85 Percent of February Sales



Current Month



Prior 12 Months
(February 1989 - January 1990)

* Estimate based on 17 companies

LIMRA INTERNATIONAL

Profit from our research.

Sales Comparisons with Last Year

Ratio 1990/1989

		Annualized premiums	Face amount	Number of policies
Permanent term (16 cos.)	Month	118%	109%	104%
	Year to date	118%	119%	113%
All other term (22 cos.)	Month	99%	91%	92%
	Year to date	103%	97%	95%
Universal life (18 cos.)	Month	108%	118%	107%
	Year to date	110%	113%	107%
Current-assumption whole life (10 cos.)	Month	96%	91%	90%
	Year to date	98%	92%	92%
All other permanent (22 cos.)	Month	86%	83%	85%
	Year to date	83%	80%	82%

Policy Characteristics by Product

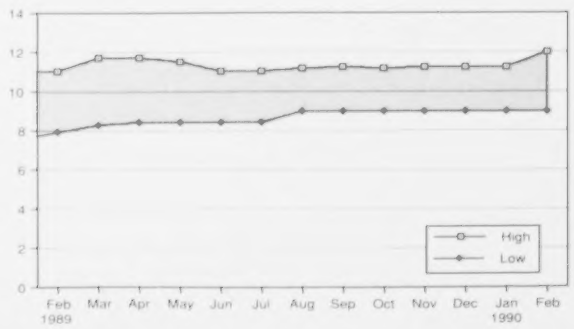
		Premium per $1,000	Average size policy	Premium per policy
Permanent term (16 cos.)	Month	$ 7.10	$ 93,705	$ 665
	Year to date	$ 6.89	$ 95,654	$ 659
	Year-to-date ratio	99%	106%	104%
All other term (22 cos.)	Month	$ 2.98	$ 182,775	$ 545
	Year to date	$ 3.00	$ 181,604	$ 546
	Year-to-date ratio	106%	102%	108%
Universal life (18 cos.)	Month	$ 8.40	$ 96,962	$ 814
	Year to date	$ 8.88	$ 96,262	$ 854
	Year-to-date ratio	97%	105%	102%
Current-assumption whole life (10 cos.)	Month	$ 8.38	$ 41,127	$ 344
	Year to date	$ 8.40	$ 41,973	$ 353
	Year-to-date ratio	106%	100%	106%
All other permanent (22 cos.)	Month	$ 11.28	$ 52,103	$ 588
	Year to date	$ 11.48	$ 50,936	$ 585
	Year-to-date ratio	104%	98%	101%

Universal Life

Interest Rates This Month

Median	10.12%
Range	9.00% - 12.00%
Range of middle 50%	10.00% - 10.90%
Number of companies reporting	15
Number of plans reported	35
Number of new plans	0
Number of plans dropped	0
Number of plans showing. . .	
No change	16
Increases	16
Average increase	0.74%
Decreases	3
Average decrease	0.50%

13-Month Interest Rate Range



Contributors' Growth Rates

Change in Annualized Premium

Year to Date

Percent change 1989 - 1990	Number of companies... Group I	Group II	Group III	All
21% or over	2	1	2	5
11% – 20%	0	0	2	2
1% – 10%	5	3	4	12
-9% – 0	1	1	3	5
-19% – -10%	0	3	2	5
-20% or under	2	4	1	7

Total Sales

Revised Through Current Month

	Annualized premium (000)			Face amount (000)			Number of policies		
	1989	1990	Ratio 90/89	1989	1990	Ratio 90/89	1989	1990	Ratio 90/89
January	$ 34,197	$ 32,306	94%	$ 5,095,609	$ 4,915,772	96%	58,199	52,369	90%
February	42,350	40,928	97	6,520,633	5,991,858	92	74,196	66,625	90
March	46,392			6,806,657			78,754		
April	44,845			6,637,598			77,283		
May	48,363			7,259,589			82,777		
June	52,521			7,662,324			83,933		
July	41,948			6,134,457			66,348		
August	39,880			5,802,618			61,991		
September	42,162			6,217,429			73,189		
October	47,343			6,876,388			79,154		
November	52,325			7,445,000			82,665		
December	54,257			7,586,924			77,177		
Year total	$546,583			$80,045,226			895,666		
Year to date	$ 76,547	$ 73,234	96%	$11,616,242	$10,907,630	94%	132,395	118,994	90%

	Premium per $1,000			Average size policy			Premium per policy		
	1989	1990	Ratio 90/89	1989	1990	Ratio 90/89	1989	1990	Ratio 90/89
January	$ 6.71	$ 6.57	98%	$ 87,555	$ 93,868	107%	$ 588	$ 617	105%
February	6.49	6.83	105	87,884	89,934	102	571	614	108
March	6.82			86,429			589		
April	6.76			85,887			580		
May	6.66			87,701			584		
June	6.85			91,291			626		
July	6.84			92,459			632		
August	6.87			93,604			643		
September	6.78			84,950			576		
October	6.88			86,874			598		
November	7.03			90,062			633		
December	7.15			98,306			703		
Year total	$ 6.83			$ 89,370			$ 610		
Year to date	$ 6.59	$ 6.71	102%	$ 87,739	$ 91,665	104%	$ 578	$ 615	106%

February Sales by Size Group

		Annualized premium (000)		Face amount (000)		Number of policies	
		1989	1990	1989	1990	1989	1990
Group I	Month	$ 26,391	$ 26,886	$ 3,692,618	$ 3,660,498	46,554	44,399
	Year to date	$ 46,307	$ 46,651	$ 6,381,418	$ 6,507,374	81,039	78,208
Group II	Month	$ 11,691	$ 9,618	$ 2,100,522	$ 1,650,121	20,049	14,847
	Year to date	$ 22,095	$ 18,467	$ 3,860,474	$ 3,126,454	37,485	27,597
Group III	Month	$ 4,268	$ 4,424	$ 727,493	$ 681,239	7,593	7,379
	Year to date	$ 8,145	$ 8,116	$ 1,374,350	$ 1,273,802	13,871	13,189

About the Survey

This survey gives ordinary sales results of a group of companies that report three measures of sales performance — annualized premiums, face amount (volume), and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are derived. Sales results by product are also shown for a subset of the contributing companies.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (such as annuities and Canadian pension bonds). The data include mass-marketed ordinary business.

The results are based on the experience of 36 companies plus four subsidiary companies operating in Canada. The contributors represent 78 percent of the 1988 Canadian ordinary volume sold and 80 percent of 1988 first-year collected premiums. Since no industry data are available on total annualized new ordinary premiums, the proportion of annualized premiums represented by these contributors cannot be determined. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

Company corrections are incorporated on a monthly basis to provide contributors with the most up-to-date information.

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—Market Research

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Contributors

Group I
Canada Life
Great-West Life†
Industrial-Alliance Life†
London Life†
Manufacturers Life†
Metropolitan Life†
(includes Metropolitan Life of Canada)
Mutual Life of Canada†
North American Life (Canada)†
Prudential of America†
Sun Life of Canada†

Group II
Commercial Union Life of Canada
Confederation Life
Co-operators Life
Crown Life†
La Laurentienne†
National Life of Canada
New York Life†
(includes New York Life of Canada)
Prudential of England
(includes Prudential Life of England)
Seaboard Life†
Sovereign Life (Canada)†
Transamerica Occidental Life†
(includes Transamerica Life of Canada)
Zurich Life of Canada†

Group III
Allstate Life of Canada†
Assumption Mutual Life
Assurance-Vie Desjardins
COLONIA Life†
Equitable Life of Canada†
Financial Life of Canada†
Knights of Columbus†
Laurier Life†
Lutheran Life of Canada†
Royal Life (Canada)†
La Sauvegarde†
La Solidarite
State Farm Life†
L'Union-Vie†

The groupings of companies and departments are maintained for five-year periods to allow examination of trends; currently they are based on the sum of first-year and renewal direct-written ordinary life premium income as of December 31, 1986.

† Company is included in product market share chart

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